1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Ans.:

The top three variables in the model which contribute most towards the probability of a lead getting converted are:

1) Page Views Per Visit
2) TotalVisits
3) Total Time Spent on Website

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Ans.:

The top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

1) Lead Origin_Landing Page Submission
2) Lead Source_Olark Chat
3) Last Notable Activity_Modified

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

Ans.:

1) The team should make phone calls if the lead has visited the website multiple times and also spend more time on it. To increase this the website should be built more intuitive and engaging.
2) Leads from source Olark Chat and having their last activity on SMS (as seen in graph) should be called.

4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Ans.:

1) Company should make a cutoff of the lead score and contact only the leads above the cutoff score.
2) To reduce calls, company can send automated emails and SMS system to keep the interaction live with the hot leads.